FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00075900-A **Type of Permit:** STILL **Release Date:** 03/18/2014

Production Company JC PENNEY CORPORATION, INC.

Insured Company Name JC PENNEY CORPORATION, INC.

Contact Phone No. 1 972-431-5715
Contact Phone No. 2
Fax
Address 6501 LEGACY DR
PLANO, Texas 75218

Production Title JC PENNY

Type of Production Still Photo

Producer Wilhelmina Adams

Director n/a n/a

1st AD n/a n/a

Production Manager n/a n/a

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 214-662-0955
Secondary Phone

Fees

SANTA MONICA BEACH STILL PHOTO LOCATION FEE	$128.00
SANTA MONICA PIER/CAROUSEL STILL PHOTO EXTERIOR LOCATION FEE	$1,536.00
SANTA MONICA FIRE SAFETY OFFICER	$1,060.96
SANTA MONICA FIRE VEHICLE	$52.74

Total Permit Fee $2,777.70

Number of Locations 3

NOT A PERMIT

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Summary Information — Location

Permit Number S00075900-A
Production Company JC PENNEY CORPORATION, INC.
Insured Company JC PENNEY CORPORATION, INC.
Production Title JC PENNY

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Address 380 Santa Monica Pier, Santa Monica, CA, 90401

Location Name SANTA MONICA PIER - PACIFIC PARK

Location Type Amusement Park

Film Dates 3/19/2014 - 3/19/2014 12:00 - 14:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Generator	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities Exterior models against scenery;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Approvals

CITY OF SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
CITY OF SANTA MONICA - SANTA MONICA PIER CORPORATION	Aurora Pina
CITY OF SANTA MONICA POLICE DEPARTMENT	Mike Braaten

Coordinator Note SANTA MONICA FSO REQUIRED:
3/19, 1200-2000

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number S00075900-A
Production Company JC PENNEY CORPORATION, INC.
Insured Company JC PENNEY CORPORATION, INC.
Production Title JC PENNY

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Address 200 Santa Monica Pier, Santa Monica, CA, 90401

Location Name SANTA MONICA PIER

Location Type Pier

Film Dates 3/19/2014 - 3/19/2014 08:00 - 14:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Generator	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities Exterior models against scenery; North of pier; motorhome arriving in beach lot at 6AM only;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

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Location Notes CONSTRUCTION ON THE PIER IS WILL BE TAKING PLACE UNTIL APPROX. MAY 2014. PRODUCTION COMPANIES SHOULD BE AWARE OF NOISE AND THE PRESENCE OF LARGE EQUIPMENT.

Approvals

CITY OF SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
CITY OF SANTA MONICA - SANTA MONICA PIER CORPORATION	Aurora Pina
CITY OF SANTA MONICA POLICE DEPARTMENT	Mike Braaten

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number S00075900-A
Production Company JC PENNEY CORPORATION, INC.
Insured Company JC PENNEY CORPORATION, INC.
Production Title JC PENNY

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Address SANTA MONICA BEACH (EXCLUDING PIER), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

Film Dates 3/19/2014 - 3/19/2014 12:30 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Generator	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities Exterior models against scenery;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Approvals

CITY OF SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
CITY OF SANTA MONICA POLICE DEPARTMENT	Mike Braaten
CITY OF SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Debbie Braley

Coordinator Note SANTA MONICA FSO REQUIRED:
3/19, 1200-2000

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT